

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**For Six Month Period Ending June 30, 2011

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

Innovation Norway

00526

(c) Business Address(es) of Registrant

655 Third Ave, Suite 1810

New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

## 4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Position	Date Connection Ended
Kristin Dahle	Regional Director - Americas	6/30/2011

## (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Hege V. Barnes	28 Pleasant St, Darien, CT 06820	Norwegian	Director Tourism	6/30/2011

## 5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Tone Brunner	Marketing Manager	03/31/2011
Kristin Dahle	Regional Director - Americas	06/30/2011

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
Tone Brunner	Marketing Manager	Innovasjon Norge	03/31/2011
Kristin Dahle	Regional Director - Americas	Innovasjon Norge	06/30/2011

## 6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☒ No ☐

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Innovation Norway (a/k/a Innovasjon Norge)  
Akersgata 13  
0104 Oslo  
Norway

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☐Exhibit B<sup>4</sup> Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

### III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Foreign Principal: Innovation Norway (a/k/a Innovasjon Norge), Oslo, Norway

Activities: Provided travel information and services, as well as promotional work. Answered written, telephone and e-mail requests from travel trade and from consumers. Sent travel information to travel agents, tour operators, travel editors and individuals. Produced and distributed travel information materials. Invited American tour operators to attend the Norwegian Travel Workshop in Norway. Published travel information and advertized in travel magazines. Updated websites (www.visitnorway.us and www.goscandinavia.com) with travel information. Visits to Norway to meet with Norwegian suppliers to discuss marketing activities and inform about travel trends in the USA.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
01/05/2011	Innovasjon Norge	General operations and salaries	\$102,000
02/10/2011	Innovasjon Norge	General operations and salaries	\$101,000,
03/10/2011	Innovasjon Norge	General operations and salaries	\$101,000
04/11/2011	Innovasjon Norge	General operations and salaries	\$89,000
05/09/2011	Innovasjon Norge	General operations and salaries	\$84,000
06/10/2011	Innovasjon Norge	General operations and salaries	\$87,000

\$564,000

Total

## (b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

**V - INFORMATIONAL MATERIALS**

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>  
 Yes ☒ No ☐

If Yes, go to Item 17.

- (b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Innovation Norway (a/k/a Innovasjon Norge)  
 Akersgata 13  
 0104 Oslo  
 Norway

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☒ Letters or telegrams  
☒ Advertising campaigns ☐ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches  
☒ Other (specify) Norway Travel Guide - see attachment

**Electronic Communications**

☒ Email  
☒ Website URL(s): www.visitnorway.us  
☒ Social media websites URL(s): www.facesofscandinavia.com  
☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

☐ Public officials ☒ Newspapers ☐ Libraries  
☐ Legislators ☒ Editors ☐ Educational institutions  
☐ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☒ Other (specify) Travel agents, tour operators, travel magazines

21. What language was used in the informational materials:

☒ English ☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☒

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

August 02, 2011

/s/ Hege Vibeke Barnes

eSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

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# NORWAY

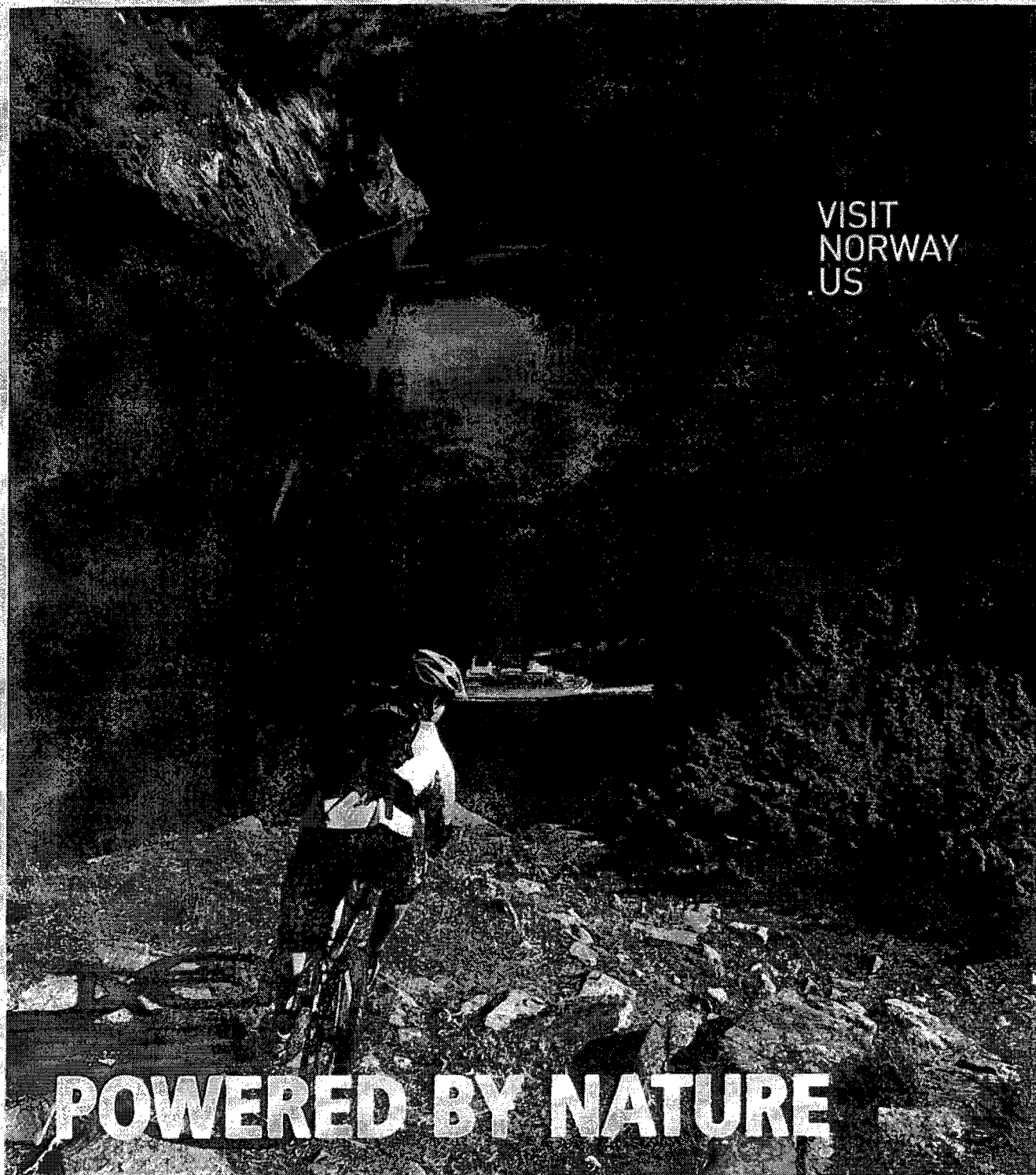
## INSPIRATION 2011

NORWAY TRAVEL GUIDE 2011



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[www.visitnorway.us](http://www.visitnorway.us)

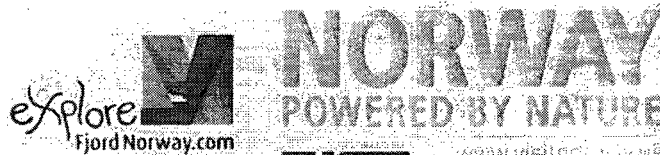
NATIONAL GEOGRAPHIC TRAVELER APRIL 2011



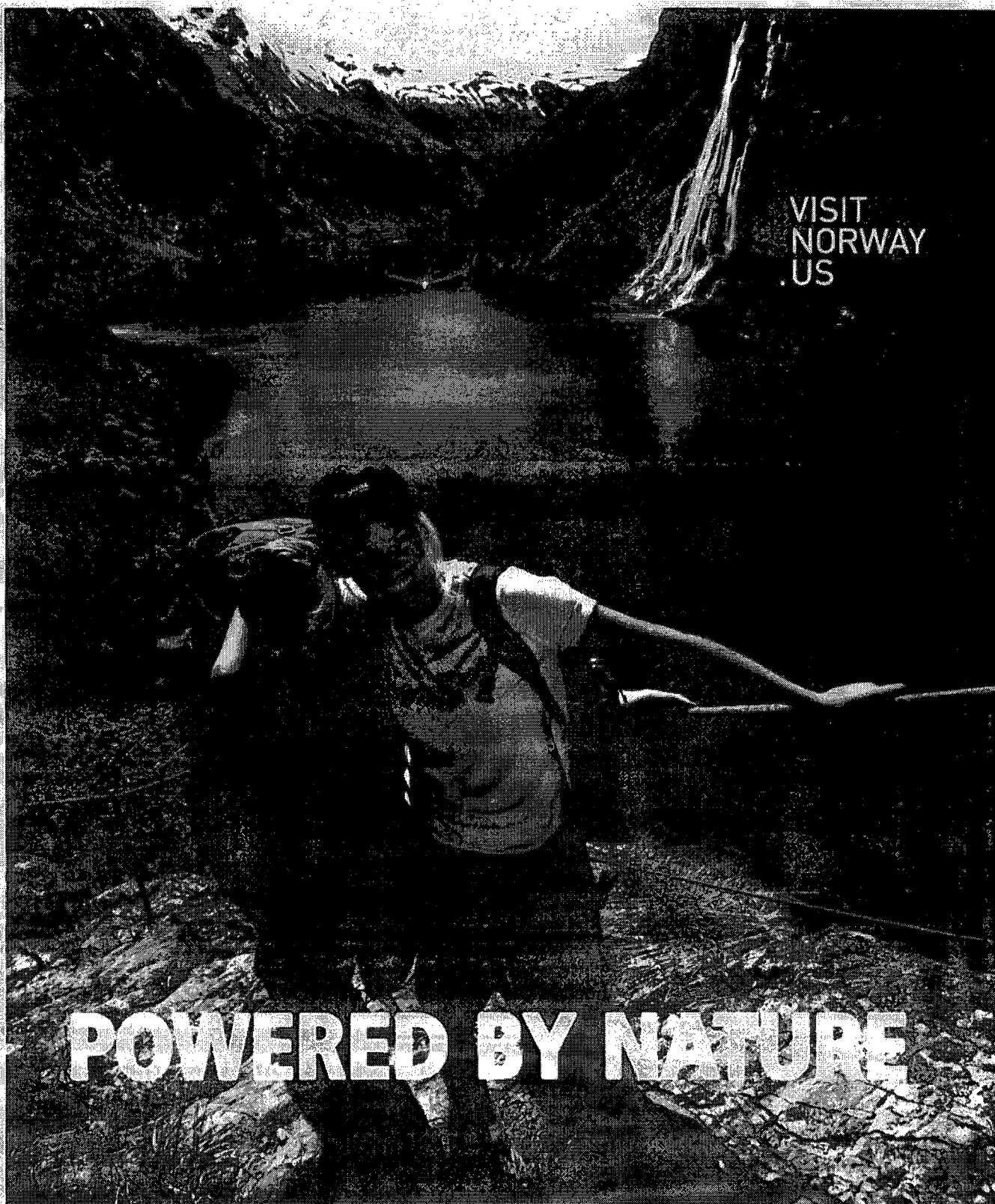
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NATIONAL GEOGRAPHIC TRAVELER MARCH 2011



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Experience a country where nature is so spectacular that some locations have UNESCO World Heritage status. Norway offers unforgettable hiking, biking, skiing, horseback riding, kayaking, glacier trekking, and much more.

Pair your adventure with a stay at one of many luxurious hotels. Experience the unique culture and hospitality of Norway and leave with very special memories.

Learn more about adventures in Norway at [visitnorway.us](http://visitnorway.us) ■



## VISIT NORWAY THIS SUMMER TO EXPERIENCE EXCITING ADVENTURE SPORTS AND WORLD-CLASS ATHLETIC EVENTS

### THE GREAT CHALLENGE

June 24th - 26th | [styrkeproven.no](http://styrkeproven.no)

Hundreds of cyclists take part in a race from Trondheim to Oslo. Additional races include Lillehammer to Oslo and Eidsvoll to Oslo.

### EKSTREMSPORTVEKO

June 26th - July 3rd | [ekstremsportveko.com](http://ekstremsportveko.com)

International extreme sport competition that includes skydiving, falling, kayaking, paragliding, hang gliding, climbing, BASE, and MTB Freeride.

### WORLD TOUR BEACH VOLLEYBALL

June 27th - July 3rd | [wistavanger.com](http://wistavanger.com)

Experience one of the world's largest beach volleyball tournaments.

To book your trip, go to [visitnorway.us](http://visitnorway.us) for inspiration and a list of tour operators with programs to Norway, or contact your local travel agent.

Getting to Norway is now easier than ever with the new direct flight from New York to Oslo starting March 28, with convenient connections throughout North America. [flysas.com/us](http://flysas.com/us)



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## WIN A CYCLING TRIP TO NORWAY WITH SAS & CICLISMO CLASSICO

**C**iclismo Classico guarantees a complete country experience led by local experts who will immerse you in Norway's rich culture, music, dramatic scenery, and delicious cuisine. You and a guest can win a chance to ride along the Fjords following the coast of Norway. Visit the Lofoten Islands. [ciclismoclassico.com/mj](http://ciclismoclassico.com/mj)

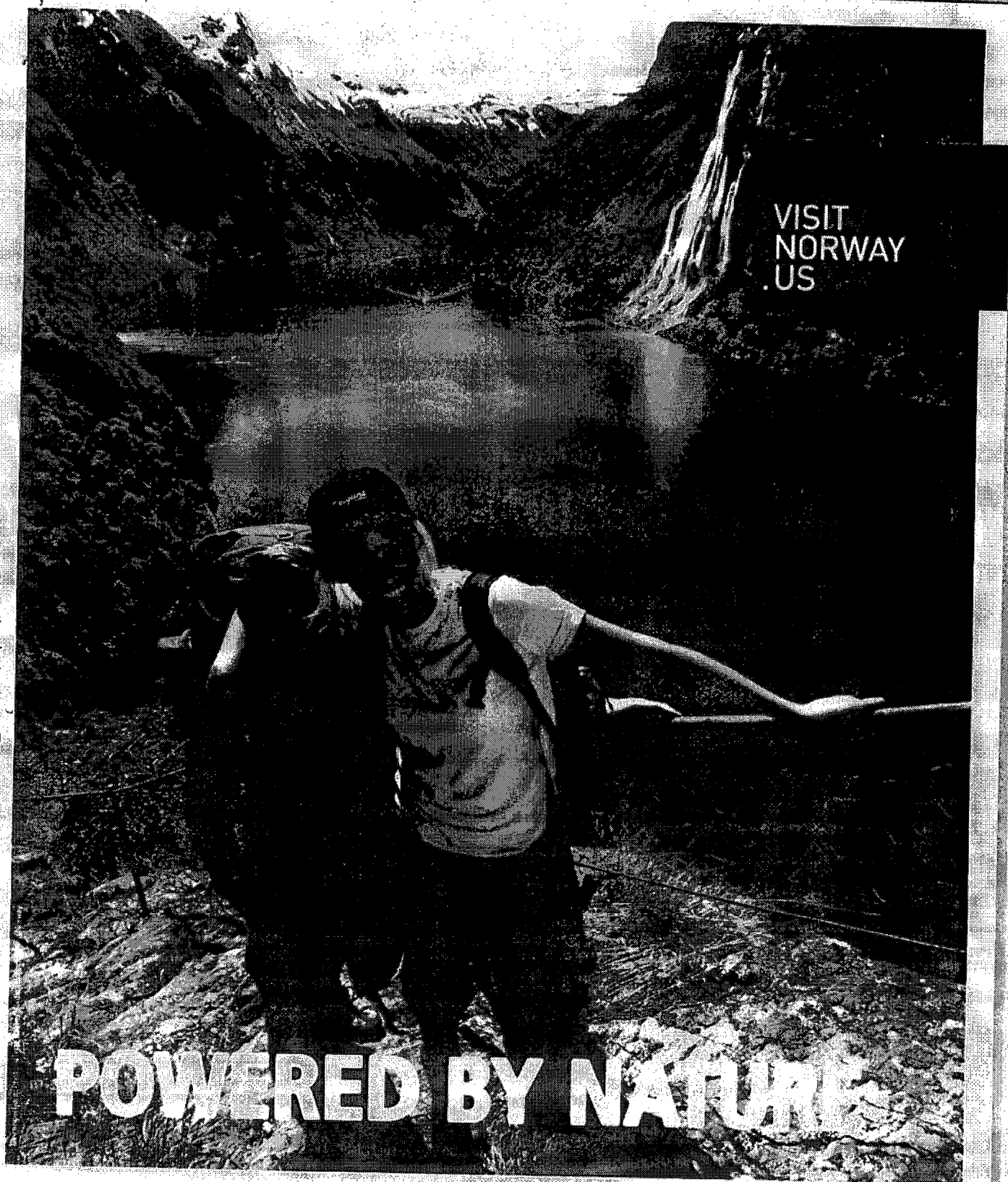
fly directly from North America to Norway. Courtesy of Scandinavian Airlines. [flysas.com/us](http://flysas.com/us)

For sweepstakes details and to enter, go to [mensjournal.com/norway](http://mensjournal.com/norway)

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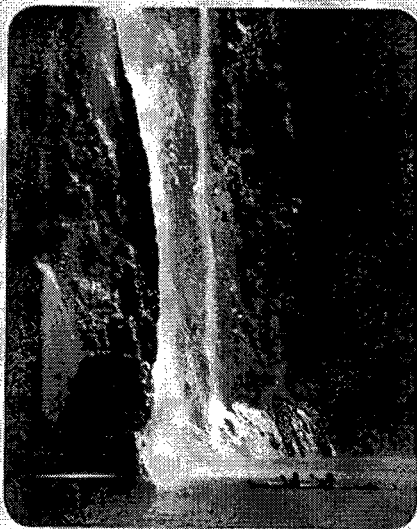
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# Scenic. Stunning. Spectacular.

Visit this adventure paradise

The problem with darkness is it can really kill a good day's activity. Benighted on climbs, stuck in the last lift chair, paddling just past the last good camping beach at twilight: we've been there



But not in Norway. Already gorgeous, wild, and full of a brimming love for nature, Norway went a step further and solved that darkness problem. Welcome to the land of the midnight sun.

Epically long summer days are just one of the countless reasons Norway is Europe's #1 adventure destination. This breathtakingly beautiful country cherishes its natural assets like few other places in the world. Norwegians grew up in the outdoors and use it both vigorously and reverently. The athletes and explorers it turns out—from famous names to those just discovering the joy of wilderness—all exemplify a core Norwegian value: *Friluftsliv*, or "Life Outdoors."

Unparalleled exotic beauty is Norway's most seductive siren song: the eerie radiance of the Northern Lights; the stunning falls and cliffs of the silver-watered fjords; the bright, minimalist lines and planes of the waterfront Oslo Opera House; the tiny villages nestled in the

mountain valleys. It is a land made for adventure, inviting visitors to come for the thrills and stay for the genuine hospitality.

Things to do and see in Norway? Where to begin... Perhaps with Norway's most famous feature: the fjords. Carved by glaciers through mountains plunging into the sea, the ancient, silent fjords wind through steep cliffs and under cascading waterfalls. You can cruise, sail, or kayak through the fjords, climb their soaring cliffsides, or wander their glaciers. Skiing in Norway is as perfect as this arctic location suggests, and the four seasons allow for warm summer biking, hiking, and rafting as well.

Norway's culture is as impressive and beautiful as its nature: cosmopolitan Oslo's striking architecture is crowned by the new Opera House, made of sparkling glass and clean steel and perched over the Oslo Fjord. Other cutting-edge architectural designs include the National Tourist Routes with artistic viewpoints at stunning locations, and the new Juvet Landscape Hotel, which bring nature so close it feels like you'll fall asleep under the arctic stars. You can take the train from Bergen to Oslo in a single day, enjoying the ultimate comforts of Scandinavian civilization while riding across sweeping plateaus, over awe-inspiring peaks, and down beside the waterways.

And then there's Norway's fascinating history. Signs of human settlement here date back



to 9,000 B.C., and people have been skiing in Norway for nearly 4,000 years! Take the time also to learn about the fierce and resilient Vikings and the heroic gods of Norse mythology. And find out how Norway developed into such an environmentally conscious country years ahead of many others.

You can't go wrong whatever you choose, whether it is a quiet sail down a narrow fjord, a thrilling kayak under raging waterfalls, a climb up sheer cliffs, or a ski down a white mountainside. Norway is stunning earthly beauty and shocking celestial brilliance; warm, friendly people and ancient icy waters; wild lands and refined cities. So come north, and discover what lights you up.

For your own unique Norway experience, go to [www.visitnorway.us](http://www.visitnorway.us) for information and a list of operators serving Norway, or call your local travel agent.





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*OUTSIDE MARCH 2011*

Norway—Europe's new adventure mecca  
where the adventures and the scenery are  
truly out of the ordinary.

# Visit Norway better nature

A full day of light  
a full lifetime of adventure

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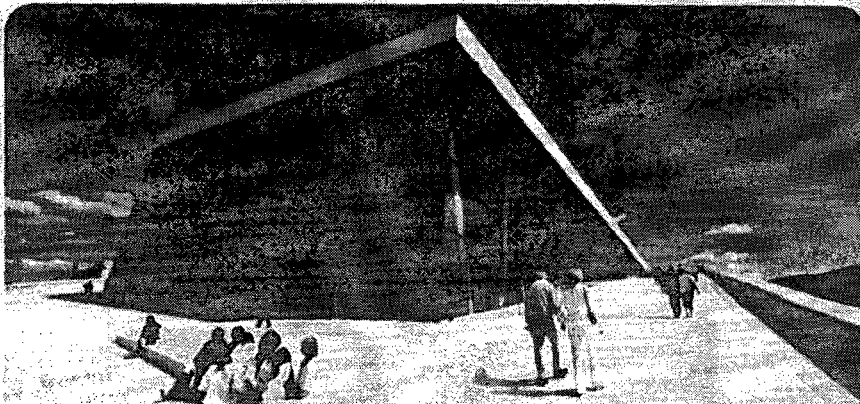


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For your own unique Norway experience, go to [www.visitnorway.us](http://www.visitnorway.us) for information and a list of operators serving Norway, or call your local travel agent.



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"OSLO; JUST WHEN YOU THINK YOU HAVE FIGURED IT OUT,  
IT GIVES YOU A TASTE OF SOMETHING DIFFERENT."

*Rick Steves, travel writer*

## OSLO-CULTURAL HOTSPOT

**Kultur. Or Culture,** as you say. If you are looking for a city break filled with history, culture, and design—look no further. Groundbreaking architecture and world-class opera and ballet have made the Opera House an instant hit after its opening in 2008. The new Holmenkollen Ski Jump opened for the 2011 FIS Nordic World Ski Championships. Holmenkollen also features the world's oldest Ski Museum and an observation deck with panoramic views of the city. Visit Oslo's impressive Vigeland Sculpture Park with its 212 sculptures by Gustav Vigeland.

The museum peninsula of Bygdøy is home to the Fram Museum, the Kon-Tiki Museum, the Viking Ship Museum, and the Norwegian Maritime Museum—all of which provide insight into Norway's exciting maritime history and great explorers. The Norwegian capital is over 1,000 years old, and the remains of medieval Oslo can still be seen in Gamlebyen (the old town) and at Akershus Fortress. Explore Oslo's fascinating industrial history on a walk along the river Akerselva, which runs through the city and into the Oslofjord.

Art lovers adore Oslo for its fine art establishments. Highlights include: the Munch Museum; The National Museum of Art, Architecture and Design—comprised of the National Museum of Architecture, the Museum of Decorative Arts and Design, the Museum of Contemporary Art, the National Gallery, and Astrup Fearnley Museum of Modern Art.

Guided tours are available in summer at the Royal Palace, The Nobel Peace Center and the Holocaust Center provide an understanding of Norway as a nation of peace.



Scandinavian Airlines offers daily nonstop flights from New York to Oslo.  
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To learn more about what Norway has to offer, visit [www.visitnorway.us](http://www.visitnorway.us)

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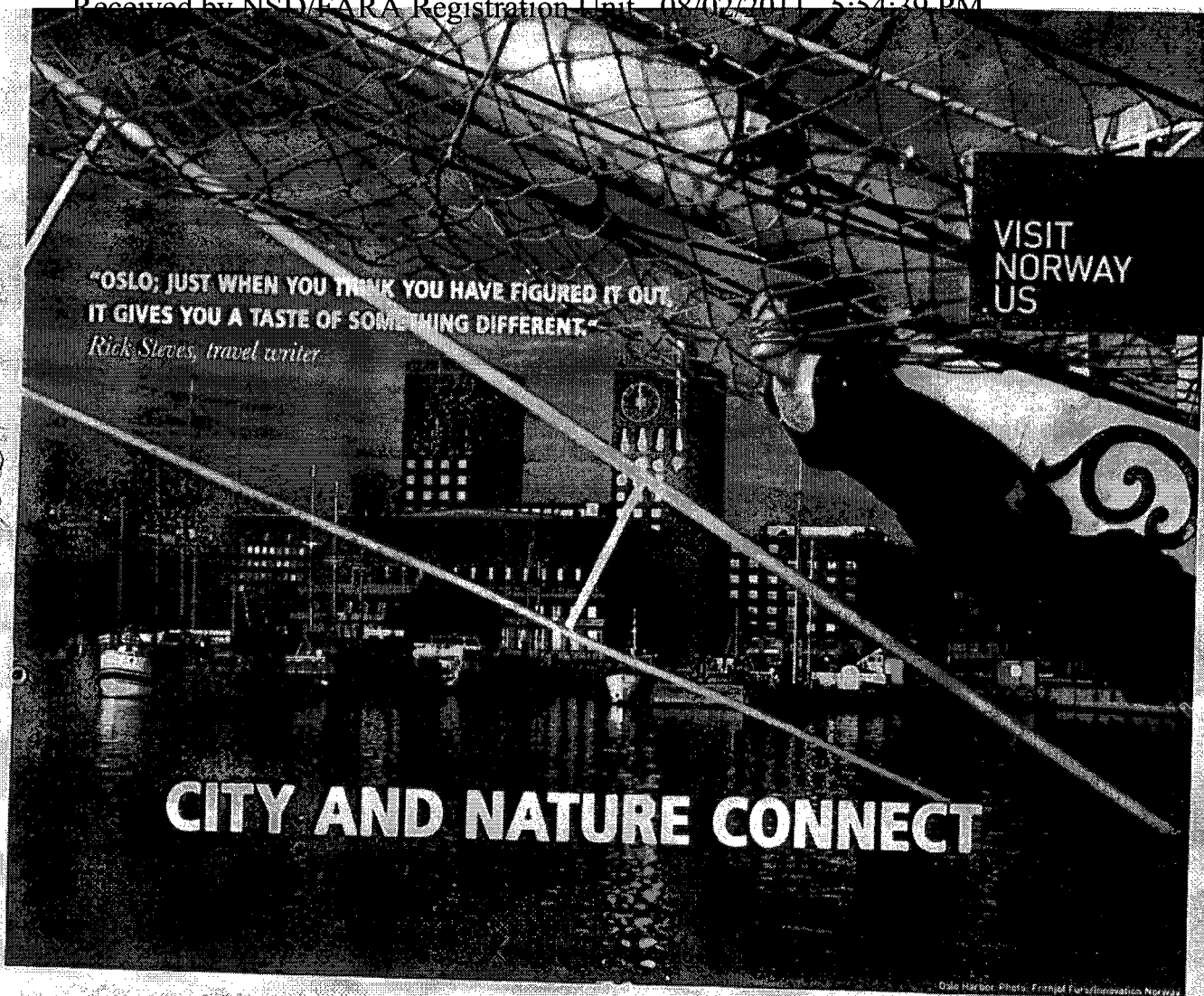
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THE NEW YORKER, MAR 14, 2011



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"OSLO: JUST WHEN YOU THINK YOU HAVE FIGURED IT OUT,  
IT GIVES YOU A TASTE OF SOMETHING DIFFERENT."

*Rick Steves, travel writer*

## CITY AND NATURE CONNECT

Oslo Harbor. Photo: Frithjof Furuseth/Visit Norway

From Oslo, it's easy to travel to beautiful valleys, towering mountains, and wilderness areas that abound in activities and nature experiences. Or to journey by boat on the Oslofjord from the city center, enjoying the fjord scenery en route to exploring the charming islands of a nearby archipelago. Oslo also has lots of exciting culture to offer. Wonder at millennium-old Viking ships built in the early Middle Ages, trawl a museum dedicated to Norway's golden age as a nation of explorers and seafarers, and marvel at the famous Kon-Tiki, the balsa raft that ethnographer and explorer Thor Heyerdahl sailed across the Pacific. Other cultural standouts include the fascinating Nobel Peace Center, the National Gallery, boasting one of the world's best collections of Edvard Munch paintings; and a spectacular new waterfront Opera House.

Scandinavian Airlines (SAS) starts flying daily nonstop flights from New York to Oslo in March. To learn more, and to enter the SAS sweepstakes, please visit [www.visitnorway.us/SAS](http://www.visitnorway.us/SAS)

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## FROM TIMES SQUARE TO FJORDS

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Pair your adventure with a city break and stay at one of many luxurious hotels. Experience the unique culture and hospitality of Norway and leave with very special memories. Learn more about adventures in Norway at [www.visitnorway.us](http://www.visitnorway.us) and enter to win two roundtrip tickets with SAS to Norway.

Scandinavian Airlines (SAS), Norway's flag carrier, offers more nonstop flights from the US to Scandinavia than any other airline. Starting in late March, SAS will fly nonstop daily from New York (Newark) to Oslo. Take advantage of low fares from the US to Oslo and many other destinations throughout Norway. For the latest travel offers to Norway, please go to [www.flysas.com](http://www.flysas.com).

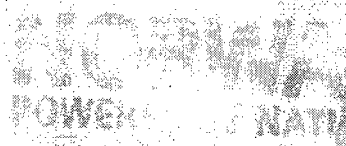
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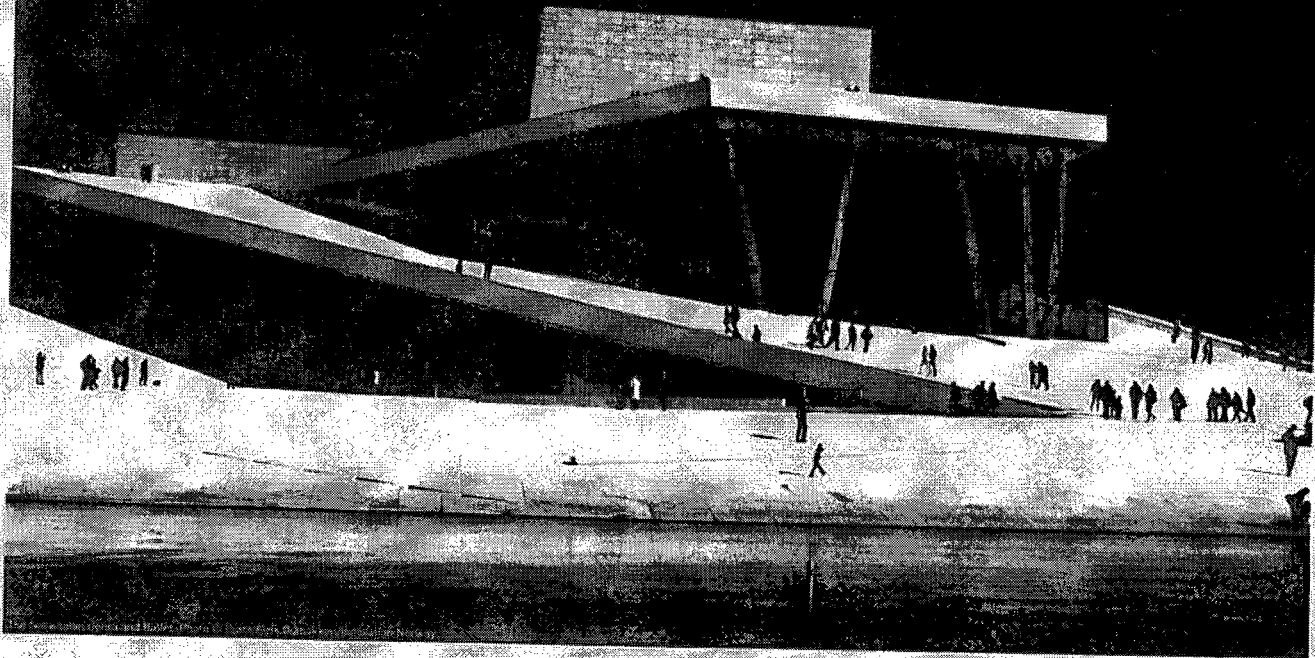
Scandinavian Airlines



## WORLD CULTURAL BUILDING OF THE YEAR

World Architecture Festival (WAF), 2008

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*THE NEW YORKER, JAN 31, 2011*

**Velkommen. Or welcome, as you say.** Framed by a fjord and forested hills, Oslo—Norway's capital—defies expectations. Oslo's location gives visitors an opportunity for a unique city break. Hike in the forest, swim in the fjord, and go to a concert—all in the same day.

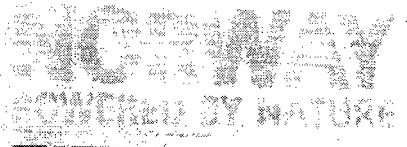
The view from Holmenkollen ski jump and a walk on the roof of the Oslo Opera house are just two of the many highs in a city that combines a modern metropolis with breathtaking natural surroundings. Go for a picnic in the Vigeland Sculpture Park or take a dip at a popular Oslo beach en route to the Viking Ship Museum. To plan your nature-rich city break in Oslo, visit us at [www.visitnorway.us](http://www.visitnorway.us).

Scandinavian Airlines (SAS), Norway's flag carrier, offers more nonstop flights from the US to Scandinavia than any other airline. Starting in late March, SAS will fly nonstop daily from New York (Newark) to Oslo. Take advantage of low fares from the US to Oslo and many other destinations throughout Norway. For the latest travel offers to Norway, please go to [www.flysas.com](http://www.flysas.com).

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Scandinavian Airlines

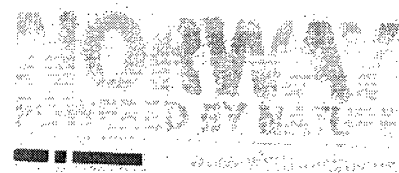


BACKPACKER MAGAZINE, MARCH 2011

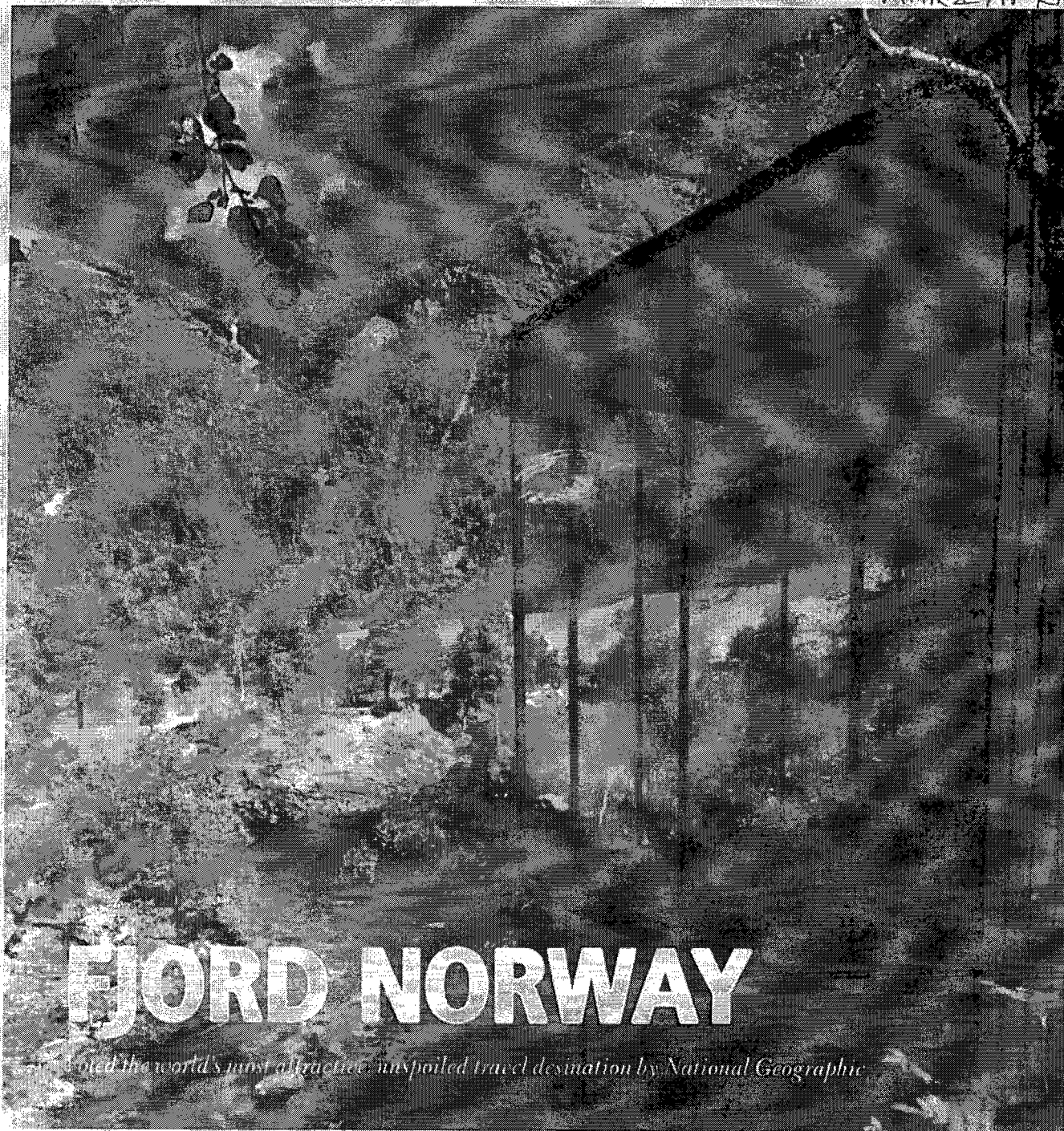
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VIRTUOSO LIFE & VIRTUOSO INSIGHT MAGAZINES  
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# FJORD NORWAY

*Named the world's most attractive, unspoiled travel destination by National Geographic*

Wilderness in Widescreen—A cutting-edge look at nature—the main attraction

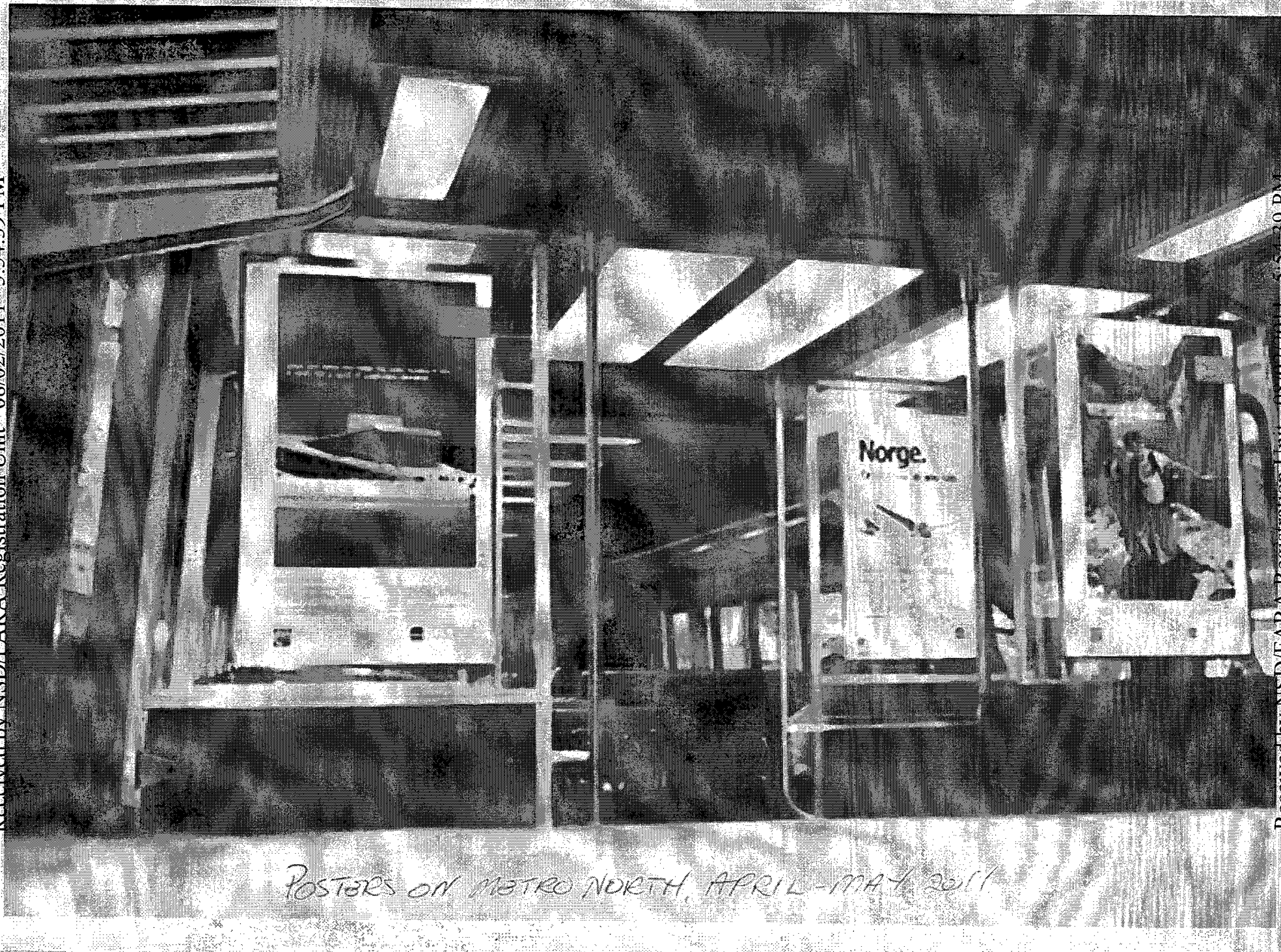
A holiday in the wild no longer means roughing it. For nature, seclusion and unrivaled vistas—without trading comfort and style for camping—wend a winding National Tourist Route through breathtaking Fjord Norway to Juvet Landscape Hotel, where nature and design bring out the best in each other. Modest but modern, each of Juvet's seven detached guest units boasts massive panoramic windows. This is high-definition hostelry. At Juvet, nature doesn't end at the guestroom door. Call it a wilderness stay—in widescreen.

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Why not experience Norway on a round-trip that covers both the Fjord Norway region—kayaking or cruising on a UNESCO World Heritage-protected fjord—and the cultural cities of Bergen and Stavanger, the modern capital city of Oslo, and the historical city of Trondheim?

Go to [www.visitnorway.us/icelandair](http://www.visitnorway.us/icelandair) to enter to win a trip to Norway, courtesy of Borton Overseas.



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## Visit Norway - Powered by Nature

## New York to Oslo from \$294\* each-way\*

Scandinavian Airlines (SAS) offers more nonstop flights from the U.S. to Scandinavia than any other airline. Starting late March 2011 SAS will fly daily nonstop from New York (EWR) to Oslo. Through its partnership with Air Canada, Continental Airlines, and United Airlines, SAS provides a smooth connection to Norway from more than 60 cities in the U.S. and Canada. Passengers traveling on SAS enjoy mileage benefits with United Airlines Mileage Plus, Continental Airlines OnePass, or with SAS's own EuroBonus mileage program. Take advantage of low fares on Expedia—as low as \$294\* from the U.S. to Oslo and many other destinations throughout Norway.

Fly from New York to Oslo, Bergen, Stavanger, and Kristiansand—and save when you book on Expedia.

Book by January 10, 2011; begin travel between January 22–August 27, 2011.

\*Sample prices are each-way based on required roundtrip purchase.

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New York	Bergen	\$304
New York	Haugesund	\$324
New York	Kristiansand (Kjevik)	\$294
New York	Kristiansund (Kvernberget)	\$329
New York	Molde	\$329
New York	Sandness	\$294
New York	Stavanger	\$294
New York	Trondheim	\$294



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## Norway - Powered by Nature

Norway's unspoiled scenery offers soft adventure in the clean air and pure water of fjordlands, fjords, islands, and coasts. Culture, cuisine, and unforgettable sights flourish in harmony with modern cities—all with close proximity to stunning nature. Choose your destination in Norway: SAS flies to Oslo, the cosmopolitan capital city of Norway; Bergen, the gateway to the fjord; Stavanger, a charming city located on Norway's beautiful West Coast; and Kristiansand, known for its coastline and summer boating.



## Oslo

Norway's capital, Oslo, is situated by a fjord and surrounded by hills and forests. Oslo's location gives visitors an opportunity for a unique city break. Hike in the forest, swim in the fjord, and go to a concert all in the same day. Top attractions in Oslo include Vigelandsparken, Sculpture Park, Holmenkollen Ski Jump, the Viking Ship Museum, and the Brandt House (Oslo Opera House).



## The Norwegian Fjords

In fjord Norway, visitors can enjoy breathtaking views, towering mountains, dazzling glaciers, and thundering waterfalls while staying at a luxurious, scenic resort. Bergen is a major port and a gateway to the fjords, with a return to the fjords via the Hardangerfjord and Sognefjord. Bergen is also a UNESCO World Heritage Site, transports visitors to the amazing ways of centuries gone by, but also offers a vibrant community of shops, art galleries, and restaurants.



The Stavanger region is located in the southern part of Fjord Norway and has some of the most scenic fjord views, majestic mountains, and stunning beaches. It is also home to the magnificent Rjukanfossen. Take a step back in time in charming Old Stavanger, with its colorful wooden buildings from the turn of the last century.

## Taxes, Fees, and Conditions

Taxes and fees: Fares are subject to additional charges, including, without limitation, the September 11th Security Fee of \$2.50 per one-way flight, up to \$10.00 per one-way flight, and a \$10.00 per one-way flight. Passengers may be charged up to \$15 depending on itinerary, and Federal Segment Fees of \$3.70 per segment. A segment is defined as a takeoff and a landing. Fares for international travel do not include up to \$200 in government imposed fees per routing, a portion of which may be collected by the foreign government, depending on routing and destination. Fares do not include checked baggage fees that may be charged by the applicable airline.

Booking requirements: Sample fares above are quoted for one adult and based on each-way based on required roundtrip booking for economy-class travel on SAS. Tickets must be booked no later than 11:59pm ET on January 10, 2011.

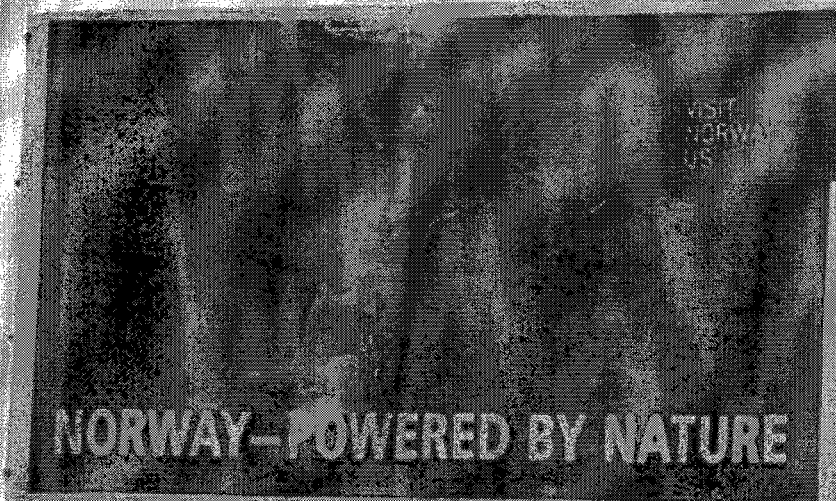
Travel dates: Sample fares are valid for travel beginning January 22–August 27, 2011.

Blackout dates: April 15–28, 2011.

Other conditions: Fares and rules are subject to change without notice. Seats are limited and may not be available on all flights. Lower fares may be available to selected passengers. Tickets are non-transferable and non-refundable. Read the complete penalty rules for changes and cancellations applicable to the fare you are considering booking.

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## Destination of the Week: Visit Norway

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### Destination of the Week: Norway



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As summer draws to a close, Norway offers a perfect escape from the heat of the summer months. The country's stunning landscapes, from the fjords to the mountains, are at their most beautiful during the summer months. The weather is perfect, and the crowds are still manageable. Norway is a truly unique destination, and a visit during the summer months is a must for anyone looking for a truly unforgettable experience.

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### Destination of the Week: Norway



### Destination of the Week: Norway



### Destination of the Week: Norway



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From March 28, 2011.



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